The Ultimate E-A-T in SEO Checklist

Phase 1: Foundational Trust & Expertise

- [ ] **About Us Page:** Create a detailed "About Us" page explaining your mission, history, and values.
- [ ] **Contact Information:** Ensure your physical address (if applicable), phone number, and email are easy to find.
- [ ] **Author Bio Pages:** Create a dedicated page for each author.
  - [ ] Include a professional headshot.
  - [ ] List all relevant credentials, degrees, and certifications.
  - [ ] Detail industry experience and past accomplishments.
  - [ ] Link to the author's social media profiles (LinkedIn, Twitter).
  - [ ] Link to other publications or sites where the author has been featured.
- [ ] **Schema Markup:** Implement `Person` schema for authors to connect them to their articles.

Phase 2: Content Quality & Expertise Demonstration

- [ ] **Fact-Checking:** Verify all stats, data, and claims before publishing.
- [ ] **Cite Sources:** Link out to credible, authoritative sources (studies, expert sites, reports).
- [ ] **Comprehensive Content:** Ensure your articles cover the topic in-depth and answer user questions thoroughly.
- [ ] **Avoid Errors:** Proofread for spelling and grammatical mistakes.
- [ ] **Content Updates:** Schedule regular reviews (quarterly or annually) for your most important pages.
  - [ ] Update outdated information and statistics.
  - [ ] Check for and fix broken links.
  - [ ] Add a "Last Updated" date to show content is fresh.

Phase 3: Building Authority & Reputation

- [ ] **Backlink Analysis:** Review your current backlink profile using a tool like Ahrefs or SEMrush.
- [ ] **Guest Posting:** Identify 5-10 authoritative sites in your niche for potential guest posts.
- [ ] **Brand Mentions:** Set up alerts (e.g., Google Alerts) to track mentions of your brand, authors, and key products.

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- [ ] **Testimonials & Reviews:** Actively collect and display customer reviews and testimonials on your site.
- [ ] **Industry Engagement:** Encourage authors to participate in industry forums, podcasts, or webinars.

Phase 4: Maintaining Trust

- [ ] **Handle Feedback:** Monitor comments and reviews on your site and third-party platforms.
- [ ] **Respond Professionally:** Address negative feedback publicly, transparently, and helpfully.
- [ ] **Site Security:** Ensure your site uses HTTPS.
- [ ] **Privacy Policy:** Create a clear and accessible privacy policy.